

**Arkansas Tech University**  
**Department of Parks, Recreation and Hospitality Administration**  
**HA/RP 4093 Resort Management**  
**Spring 2014**



## **COURSE DESCRIPTION**

Prerequisites: Junior standing and nine hours of RP or HA courses or by permission  
An in-depth study of resorts with respect to their planning, development, organization, management, marketing, visitor characteristics, and environmental consequences.

**Class Times:** Tuesday 1:00 pm - 2:20 pm

**Location of Class:** Williamson Hall 201

**Instructor:** Dong-Soo Lee, Ph.D. Williamson Hall 102 / 479-968-0607 / dlee13@atu.edu

**Office Hour:** Monday 10 am - 2 pm; Tuesday 8 am - 12 pm; Wednesday 10 am - 12 pm

## **COURSE MATERIALS**

1. Required text:  
Gee, C. Y. (2010). World of Resorts: From Development to Management (3<sup>rd</sup>). American Hotel & Lodging Educational Institute.  
ISBN 13: 978-0-86612-346-4
2. Golf Resort Tycoon II
3. Additional readings will be posted in Blackboard depending on the course progress.

## **COURSE OBJECTIVES**

At the end of semester, the student will be able to:

- Differentiate resort management from the management of other types of hotels
- Trace the evolution of the resort concept
- Identify the economic, social, and environmental considerations in the resort planning and development process
- Distinguish facilities planning for resorts from that for other types of hotels
- Discuss the factors limiting the range of recreational activities that can be offered by a resort
- Define the relationship between heart-of-the-house departments and the services they provide

- Address the problems of security in a resort
- Appraise the media, methods, and materials used in resort advertising and promotion
- Measure profitability and outline profit planning procedures
- Demonstrate methods of evaluating investment alternatives
- Evaluate problems facing resort managers in the future and analyze alternate sources for resort financing

**The mission of the Hospitality Administration Program** is to provide quality education in hospitality administration, build a foundation for professional growth and development and encourage lifelong learning.

### **Program Learning Outcomes**

At the conclusion of the program, students will be able to:

1. Exhibit professional hospitality administration knowledge, skills, and abilities.
2. Synthesize and evaluate core management concepts in the areas of hospitality accounting, finance, human resources, marketing, operations, and technology.
3. Describe the fundamental principles of leadership and demonstrate successful leadership skills.
4. Utilize critical thinking, problem solving, written and oral communication, and investigate skills specific to hospitality administration.
5. Apply experiential learning experiences acquired through courses, work experience, and internship to become a successful professional.
6. Demonstrate best practices to meet ever changing guest needs and expectations.

### **Lodging and Club Management Emphasis Learning Outcomes**

At the conclusion of the program, students will be able to:

1. Understand and analyze the functions of lodging and club operations.
2. Distinguish guest needs specific to operational settings.

### **Tourism and Event Management Emphasis Learning Outcomes**

At the conclusion of the program, students will be able to:

1. Understand and analyze the role of tourism and event management.
2. Plan, organize, coordinate, develop, and evaluate the issues related to tourism planning and event management.

**The mission of the Recreation and Park Administration Program** is to educate recreation and park professionals for self, community and society.

### **Program/Course Specific Learning Outcomes**

Students graduating from the program shall be able to demonstrate the ability to design, implement, and evaluate services that facilitate targeted human experiences and that embrace personal and cultural dimensions of diversity.

## COURSE GRADING

<b>Exam #1</b>	<b>100</b>	
<b>Exam #2</b>	<b>100</b>	<b>43.75%</b>
<b>Final exam</b>	<b>150</b>	
<b>Individual Project - Case Study (3 @ 50)</b>	<b>150</b>	<b>18.75%</b>
<b>Individual Project - Golf Resort Tycoon II</b>	<b>200</b>	<b>25.00%</b>
<b>Attendance</b>	<b>100</b>	<b>12.50%</b>
<b>Total</b>	<b>800</b>	<b>100%</b>

### *Grading Scale (%)*

<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>	<b>F</b>
100-90	89-80	79-70	69-60	59-0

## EXAMS

Exam will be given as scheduled and covers the chapters and class activities. **Please, notify the instructor prior to the exam if illness or other extenuating circumstances will force you to miss the exam date. No make-up exam will be allowed unless you have the instructor's prior permission. No one will be exempt from the final exam.**

### *Exam dates:*

- Exam #1 (CH 1-4): 12:00 pm – 4:00 pm, 2/6 (Thursday)
- Exam #2 (CH 5-8): 12:00 pm – 4:00 pm, 3/6 (Thursday)
- Final exam (CH 9-14): 1:00 pm – 3:00 pm, 5/2 (Friday)

*What is the format of the exams?* There will be one hour for taking each exam.

- Exams will include **about 40 - 60 multiple-choice questions**. Questions will come from the textbook. The exams are non-cumulative and the final exam is not comprehensive.
- In order to take exams, you must install RESPONDUS LOCK DOWN BROWSER. If you need, you can download the Respondus Lockdown Browser: <http://www.respondus.com/lockdown/information.pl?ID=147834412>

## INDIVIDUAL PROJECT – CASE STUDY

You are required to submit a total of three case study analysis reports through the Spring semester by the designated deadline.

### *Some general guidelines for case study analysis:*

- Read the case thoroughly and consider the questions posed at the end of the case.
- Define the central issues facing the organization.
- Evaluate all the available data

### *Required paper format:*

- Provide your name, course name, and ONLY your answers when you submit your assignment. - No cover page is required / Case study # in the upper right corner of the first page before start typing your answers.
- 12 font Times New Roman / 1” margin for all four sides
- At least **three pages** in double space
- Do not type case study questions & Use numbering format for your answers

***Case study analysis due dates:***

- Case study #1 – 11:59 pm, 2/16 (Sunday)
- Case study #2 – 11:59 pm, 3/16 (Sunday)
- Case study #3 – 11:59 pm, 4/20 (Sunday)

***Submission of case study assignments:***

1. Click on “Case Study Drop Box.”
2. Click the title of the assignment to which you want to submit.
3. Attach a file by clicking on browse my computer and locating the file on your computer.
4. Click “submit”

**\*\* PLEASE attach your file. DO NOT COPY and PASTE your assignment into the comment box. \*\***

**INDIVIDUAL PROJECT – GOLF RESORT TYCOON II**

It will be provided by the instructor depending on class procedures. Detailed information will be provided.

**ATTENDANCE**

Attendance is very important in this class. Class will begin promptly at the designated time and regular and punctual class attendance is expected. Your attended will be checked at the beginning of the class. Students missing more than 4 classes without a reasonable excuse will receive zero attendance points. Students missing 30% of class sessions will automatically be given an “F” regardless of class performance. Students should contact the instructor if they need to miss any classes and should provide a reasonable excuse. Reasonable excuses include: family emergency, illness, and a serious personal problem. If you leave classroom early without any notice, your attendance point will not be credited. You must notify to the instructor in advance.

<b>Missing Class</b>	<b>Points</b>
0	100
1	90
2	70
3	50
4	0
5	F

## BONUS POINTS

I may offer extra credit or bonus points throughout the semester. Including, but not limited to, assistance with special events, papers, newscasts and other opportunities that will arise throughout the semester!

## LATE SUBMISSION POLICY

**Late submission** ("Review and Discussion Questions", and "Project") will be accepted *within 24 hours* and *with 20% reduction* from the score earned for the submission. After 24 hours, your assignment **will not be accepted.**

## CLASS POLICIES

**Course Requirements:** The following are course requirements for "Personnel Management in PRHA":

- Students are required to read assigned materials for comprehension before class.
- Students are expected to turn assignments in on time.
- Students are required to check an e-mail daily.
- Blackboard will be used throughout the semester to post notes, grades, and more.
- Please turn cell phones to VIBRATE or SILENT-phones are a great tool for communication, but within a class environment, it is extremely disrespectful to me and your peers to have your phones ring during class time. Please **do not text** during lecture or group work.
- **Email: In the "Enter Subject" part, please write course no. and your full name.**

## Special Needs

Anyone who has special needs or considerations to assist in learning or test taking should speak with the instructor privately so that adjustments may be made. This should be done within the first two weeks of classes or as soon as the need arises. Students with special needs must register with the Disability Coordinator/University Testing Center (Doc Bryan, Suite 171 / [www.atu.edu/disabilities](http://www.atu.edu/disabilities)) at 479-968-0302 or Liz Davis-Means ([emeans@atu.edu](mailto:emeans@atu.edu)) / Kimberlee Mealy ([kmealy@atu.edu](mailto:kmealy@atu.edu)), Coordinator of Disability Service.

**Academic Dishonesty:** 2013 – 2014 Student Handbook; page 42-43.

Academic dishonesty refers to the various categories of cheating and plagiarism in the classroom.

Cheating on an examination, quiz, or homework assignment involves any of several categories of dishonest activity. Examples of this are: a) copying from the examination or quiz of another student; b) bringing into the classroom notes, messages, or crib sheets in any format which gives the student extra help on the exam or quiz, and which were not approved by the instructor of the class; c) obtaining advance copies of exams or quizzes by any means; d) hiring a substitute to take an exam or bribing any other individual to obtain exam or quiz questions; e) buying term papers from the Internet or any other

source; and f) using the same paper to fulfill requirements in several classes without the consent of the professors teaching those classes.

Plagiarism is stealing the ideas or writing of another person and using them as one's own. This includes not only passages, but also sentences and phrases that are incorporated in the student's written work without acknowledgement to the true author. Any paper written by cutting and pasting from the Internet or any other source is plagiarized. Slight modifications in wording do not change the fact the sentence or phrase is plagiarized. Acknowledgment of the source of ideas must be made through a recognized footnoting or citation format. Plagiarism includes recasting the phrase or passage in the student's own words of another's ideas that are not considered common knowledge. Acknowledgement of source must be made in this case as well.

### **ATU Attendance Policy**

2013-2014 Student Handbook; page 40-41. "Regular class attendance is considered essential if students are to receive maximum benefit from any course. Control of class attendance is vested in the teacher, who has the responsibility of defining early in each course his/her standards and procedures. A student accumulating an excessive number of unjustifiable absences in a course may be dropped from the course by the instructor with a grade of "FE." A student who is dropped from three courses in a semester for unsatisfactory class attendance may be immediately suspended" It will be your responsibility to sign in each day that you are in class!

### **Your Role as a Student**

I request that you not come in late as it is disruptive to me as well as your peers. If you leave class before time is up and have not informed me, I will count it as an absence. Discussions will be held periodically in class and I encourage all to participate. However, I will not tolerate inappropriate language including negative terms regarding ones ethnicity, gender, sexual preference or physical difference. I will expect you to keep up with the readings, assignments, quizzes and test dates. In return for your cooperation, I will treat you with mutual respect, try to help and encourage you in any way possible and together we can have a wonderful semester!!

### **Disclaimer**

The instructor reserves the right to amend or revise the course outline at any time during the semester. Any change will be announced in class. It is students' responsibility to clarify the issue about the changes with the instructor.

## Schedule & Content

Date		Topics	Chapters	Due Date
1/14	T	Welcome		
1/21	T	Resort Concept	1	
1/28	T	Resort History	2	
2/4	T	Planning and Development	3&4	Exam 1 - 2/6
2/11	T	Facilities Planning and Design	5	Case 1 - 2/16
2/18	T	Major Recreational Activities and Facilities	6	
2/25	T	Resort Opening	7	
3/4	T	FOH Management	8	Exam 2 - 3/6
3/11	T	Heart-of-the House Management I	9	Case 2 - 3/16
3/18	T	Heart-of-the House Management II	10	
3/25	T	No Class - Spring Break		
4/1	T	Safety, Security, and Risk Management	11	
4/8	T	Resort Marketing and Sales Promotion	12	
4/15	T	Managing Resort Financial Resources	13	Case 3 - 4/20
4/22	T	Reflections and Revelations: Global Issues in Resort Tourism	14	
5/2	F	Final Exam (1:00 pm – 3:00 pm)		

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